

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re PATENT application of
Michael CRISTOFALO, et al.
Application Serial No. 09/852,229
Filed: May 8, 2001
For: **TECHNIQUE FOR OPTIMIZING THE DELIVERY OF
ADVERTISEMENTS AND OTHER PROGRAMMING
SEGMENTS BY MAKING BANDWIDTH TRADEOFFS**

Group Art Unit: 2623
Examiner: Hai V. Tran
Confirmation No. 4955

Date: September 7, 2007

REQUEST FOR RECONSIDERATION

United States Patent and Trademark Office
Commissioner for Patents
Mail Stop Amendment
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed March 8, 2007, please consider the following request for reconsideration of the above-identified patent application as follows.

Amendments to Claims begin on Page 2 of this paper.

Remarks begin on Page 17 of this paper.